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“CM & DM: The Business Process for the Lifecycle”

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- Business Trends
- Research & Survey Data
  - challenges
- Visual Perspective
- The Future Professional

- More information has been produced in the last 30 years than in the past 5,000
- In 20 years we will receive 50 times as much information as we are now!
- Approximately 7 million pages a day are created on the internet

Years to Reach 60% of Households

- Telephone 53 years
- Electric Lights 42 years
- Radio 36 years
- Television 31 years
- PC’s 22 years
- Internet 11 years

The Challenges

- Popular opinion among executives:
  - technology makes it easier and faster
  - technology will get rid of paper
  - technology will improve the bottom line
  - one solution fits all situations
  - transition from one product to another is seamless
  - records and information management has little relationship to technology

Reality

- Business is moving at the speed of thought
- Information management needs and issues are often secondary
  - Lifecycle
  - Retention

Trends in Business

- Globalization & technology
- Organizational changes
- Digital or E-commerce
- Increased security/privacy issues

Globalization, Technology & World Stage Events

- Global Markets & Companies
  - Domestic firms face global competition
  - Multi-National companies share information between business units
- Technology
  - Created new opportunities/markets
  - Created new risks to information security
- World Stage Events
  - 9/11
  - Enron

Organizational Change

- Firms are shrinking in size, functions are being outsourced/redistributed
  - Lego corporations
- Growing location-independent workforce Today's partners, are tomorrow’s competitors
  - trust building, ownership of information

Digital or E-Commerce

- B2B continues to dominate
- Projections of $3 - $5.5 Trillion this year
- Protecting intellectual property rights

Privacy & Protection

- Personally identifiable information is the new “world currency”
- Establishing trust with customers is key during the collection of information
- Business partnerships must demonstrate that information collected will only be used for its intended purpose
- Identity theft is on the rise

World Stage Events

- 9/11 - Security, Back-up of information
- Enron - Sarbanes-Oxley Act of 2002
  - 4 pillars of SOX
    - Adoption - sound principles as part of the business process
    - Consistency - consistent application
    - Accountability - commitment
    - Accessibility - all media and multiple media

Executives Divided on Effectiveness of SOX

- 150 random surveyed executives from America's 5000 largest public companies
  - Included
    - Chief Financial Officers - 65%
    - Controllers - 20%
    - General Counsels and Assistant General Counsels - 15%

Sarbanes-Oxley, Burson-Marsteller

- Companies are still struggling to understand and comply with SOX
  - 7% felt that the provisions of SOX were clear
- Companies still have a long way to go to comply
  - 37% of companies have yet to assess their own internal controls
  - 55% made “some” or “a little” progress towards SOX compliance

The Current State - 2003 Survey Results

- Sponsors
  - ARMA International
  - AIIM International
  - Cohasset Associates, Inc.
- Participants
  - 2206 individuals

Program

- Does your organization have a formal records management Program?
  - 85 % Yes
- How would you rate the effectiveness of this records management program?
  - 19% Great or Excellent
  - 41% Marginal

Program

- Currently, are electronic records included in your records management program?
  - 41% No
- Do your records management policies and procedures address electronic records?
  - 40% No

Records Retention Schedules

- Does your organization have comprehensive records retention schedules which include electronic records?
  - 47 % No
- Does your organization follow its retention schedules?
  - 64 % Yes - time permitting

Discovery Request Response Plans and Records Holds Orders

- 55% Have some mechanism to segregate and hold records that are subject to discovery or an ongoing investigation
- 35% Extend that to e-records

- 65% May be routinely overwriting or destroying electronic information subject to discovery or an investigation

Electronic Records

- 71% IT have primary responsibility for the day-to-day management of electronic records?
- 68% IT does not understand the concept of “life cycle” and how it should be applied to electronic records?

Electronic Records

- Who do you believe should be responsible for the day-to-day management of your organization's electronic records?
  - 35% Information Systems/Technology
  - 46% Records Management
  - 18% Individual Business Units

Long-Term Digital Storage

- How important do you believe that the process by which electronic records are manages will be important in future litigation?
  - 93% Important

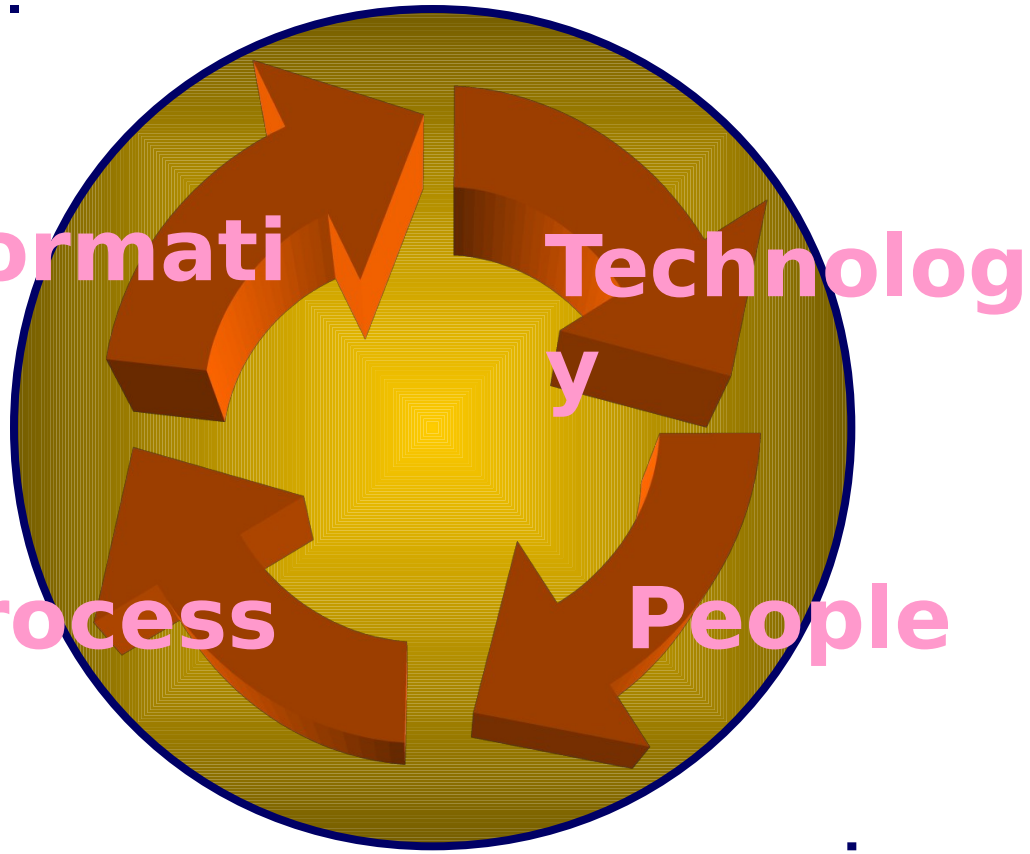
Long-Term Digital Storage

- 23% were confident, if legally challenged, their business could successfully demonstrate that its electronic records are **accurate**, **reliable** and **trustworthy** - many years after they were created?

Long-Term Digital Storage

- Does your organization have in place a formal plan to migrate older records so that they will be accessible throughout the prescribed retention schedule?
  - 70% No

Visual Perspective



Information for Competitive Advantage

- Concept emerged in 1980's
  - SABRE reservation system, COE OCC
- CIO emerged as an executive who was expected to leverage technologies for competitive advantage
- But we know -
  - Technology alone is not the whole solution
  - Business process and management issues need to drive the use of technology

In Conclusion

- The future professional...

The Future Professional...

- View the organization as a whole rather than as individual functions
- Address information, technology, process and people when projects or alliances are formed
  - how and what information should be created, captured and leveraged for strategic decision making

The Future Professional

- Understands the impact of technology trends on the organization and information management
- Understands the core purpose and strategies of the organization
- Understands
  - why information is created
  - who should and should not have access to it and why
  - when it should be destroyed

The Future Professional

- Understands legal & financial business requirements & how they influence the use of technology
- Poses the question - We can do it technically, but should we?
- Understands international & national standards & compliance sources and requirements